



NORTH DAKOTA
DEPARTMENT *of* HEALTH

NEWS RELEASE

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For More Information, Contact:

Deanna Askew
Healthy Weight Coordinator
North Dakota Department of Health
Phone: 701.328.4568
E-mail: daskew@nd.gov

Healthy North Dakota Links to Fruits & Veggies—More Matters Video Center Website

BISMARCK, N.D. – Consumers now have access to a new video resource with information about how to choose, store and cook different fruits and vegetables, according to Deanna Askew, Healthy Weight coordinator for the North Dakota Department of Health. The Fruits & Veggies—More Matters® Video Center can be accessed at www.fruitsandveggiesmorematters.org or from the *Healthy North Dakota* website at www.healthynd.org.

The Video Center has a library of 275 videos, each less than two minutes long, featuring produce celebrity Michael Marks, Your Produce Man. The videos show how to check different fruits and vegetables for ripeness; describe the proper ways to store fruits and vegetables at home; demonstrate fast, healthy recipe preparation; and offer many other fun and interesting facts about fruit and vegetables.

“Fruits and vegetables are healthy food options in every season, even winter,” Askew said. “People can visit the Fruits & Veggies—More Matters Video Center to learn about produce, including tips for getting kids to eat more fruits and vegetables. In addition, the *Healthy North Dakota* website offers recipe ideas and serving suggestions. For example, families can find great-tasting, filling winter soup recipes that make good use of canned, frozen and pantry-stored vegetables.”

Launched in March 2007, www.fruitsandveggiesmorematters.org, the Fruits & Veggies—More Matters website, offers a wealth of nutrition information, selection and storage advice, recipes, shopping and meal planning advice, tips for increasing produce consumption, and an abundance of other useful information about fruits and vegetables. New content and enhancements are continuously being added to the Fruits & Veggies—More Matters website.

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600 E. Boulevard Ave. Dept. 301, Bismarck, North Dakota 58505-0200
Phone: 701.328.2372 Fax: 701.328.4727 E-mail: health@nd.gov

Visit the health department home page at www.ndhealth.gov.

For more information, contact Deanna Askew, North Dakota Department of Health, at 701.328.4568 or Karen Ehrens, *Healthy North Dakota* consultant at 701.223.2616.

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About Healthy North Dakota

Healthy North Dakota is a dynamic, statewide partnership working to inspire and support North Dakotans to improve physical, mental and emotional health for all by building innovative statewide partnerships. To learn more about *Healthy North Dakota*, visit www.healthynd.org

About Produce for Better Health Foundation

Produce for Better Health Foundation (PBH) is a non-profit 501 (c) (3) consumer education foundation whose purpose is to motivate more people to eat more fruits and vegetables to improve public health. PBH is a member and co-chair of the National Fruit & Vegetable Alliance (NFVA), consisting of government agencies, nonprofit organizations, and industry working to collaboratively and synergistically achieve increased nationwide access and demand for all forms of fruits and vegetables for improved public health. This vision of the NFVA is a nation in which half of the foods Americans eat are fruits and vegetables. Fruits & Veggies—More Matters is the nation's largest public-private, fruit and vegetable nutrition education initiative with Fruit and Vegetable Nutrition Coordinators in each state, territory and the military.

PBH's mission is to lead people to eat more fruits and vegetables because it matters for their better health. The foundation achieves success through industry and government collaboration, and a variety of marketing and nutrition education programs. To learn more, visit www.pbhfoundation.org and www.fruitsandveggiesmorematters.org.

Please note: To access archived news releases and other information, visit the North Dakota Department of Health Press Room at www.nddohpressroom.gov.